

**Elk Grove  
COMMUNITY SERVICES DISTRICT (CSD)**

**REQUEST FOR PROPOSAL**

**PUBLIC ACCESS  
GEOGRAPHIC INFORMATION SYSTEM (GIS)**



**Proposals Due:  
October 23, 2006  
4:00 pm**

Elk Grove  
**Community Services District (CSD)**

**Public Access  
Geographic Information Systems (GIS)**

**REQUEST FOR PROPOSAL (RFP)**

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## I. INTRODUCTION

Elk Grove Community Services District, also referred to in this proposal as “CSD”, is issuing a Request for Proposal (RFP) to professional Geographic Information Systems (GIS) consultants and/or developers in providing services that would meet the project requirements described within this RFP. The CSD has identified the need to implement a public access to geographic information (internet mapping service) to provide better customer service to its customers and to improve its internal processes. The CSD is seeking professional services to assist in the planning, design and technical development for this project. Specific details and deliverables are identified in the “Project Description” section.

## II. BACKGROUND INFORMATION

### General District Information

The District is a political subdivision of the State of California and was established under Government Code Sections 56261.1 and 56439(c) on July 1, 1985, by a reorganization resulting in the dissolution of the Elk Grove Fire Protection District and the Elk Grove Recreation and Park District. The governing body of the District is a five-member Board of Directors elected at large to staggered four year terms. The CSD General Manager provides overall guidance to operating departments and is responsible for administering all CSD programs to ensure service delivery in an efficient, cost-effective, and quality manner.

The District consists of 106 square miles with a population of approximately 135,000 residents and has a total budget of \$69.9 million for fiscal year 2006-2007. It operates 6 fire stations with plans for 3 more; developed and is maintaining over 73 parks and employs two hundred seventeen full-time and three hundred part-time staff. The District provides fire protection services including fire suppression and prevention, inspection, plan checking and public education programs, emergency medical services, ambulance transport, advanced life support and rescue services; and in addition, it provides parks, recreation facilities and various recreational programs.

### Current District GIS Environment

Many high profile GIS projects have brought new awareness of its capabilities to CSD staff beyond its primary focus towards emergency operations support and life safety mitigation. A couple examples include; policy decisions, master planning and public request of facilities locations. The stand alone GIS environment is predominantly within the Fire Department. However, it does provide, on a continued basis, GIS support to other CSD departments. The primary data formats utilized are based on ESRI and Autodesk products. This data is currently being maintained by the GIS staff which supplements this resource with additional digital data from plan check submittals, Sacramento County, SACOG, and others. Software products utilized are Autodesk and Environmental Systems Research Institute (ESRI).

### III. OBJECTIVES OF THE **RFP**

The objective of this RFP is as follows:

1. To result in a contract between the successful bidder and Elk Grove Community Services District.
2. To provide services in an efficient, cost effective and timely manner for the Elk Grove Community Services District.
3. To provide those services in accordance with written specifications of the project's objectives and requirements.
4. To implement a program with clear objectives and procedures.

### IV. GENERAL REQUIREMENTS

#### Notice to Proposer

This RFP does not constitute a contract or an offer of employment. Proposers responding to this Request for Proposal (RFP) must be willing to commit the necessary resources to complete the project and specified deliverables as outlined in section "Proposal Submittal Process." The results of this project are not intended to replace any of the content found on the Elk Grove Community Services District's existing home page, [www.egcsd.ca.gov](http://www.egcsd.ca.gov).

Terms such as Vendor, Bidder, or Proposer used in this RFP will pertain to the same entity responding to this RFP.

#### Proposal Preparation Cost

Costs for developing proposals are entirely the responsibility of the bidders and shall not be chargeable to the CSD.

### V. QUALIFICATIONS OF THE BIDDER (Proposer)

To be considered for award of this contract, the Proposer must meet the following minimum qualifications:

- A. The Proposer must be organized and have a minimum of five (5) years previous experience with proven effectiveness in developing and designing internet mapping services.
- B. The Proposer must have the ability to begin the contract by December 1, 2006.
- C. The Proposer must have qualified staff that can be dedicated to providing the required services and communications between CSD staff and Vendor.
- D. The Proposer shall complete the company information on **Attachment A**, the required information as outlined in "Proposal Submittal Process" and may include any additional literature and product brochures.

## VI. PROJECT DESCRIPTION

The utilization of an interactive map based *public* web site is an innovative means of communication between local government entities and its constituents. It allows people to obtain most of their information with a few mouse clicks rather than calling and listening to an automatic phone system or trying to contact appropriate CSD staff. A few examples of frequently asked questions are: *What is the CSD Wackford Center address? Where and which Fire station is nearest my home? Where is the closest park to my home? Which park has a toddler playground nearest my home?* A well designed interactive map based *public* web site will allow for a reduction of staff time necessary to field such phone inquiries and provide a mechanism to effectively reach out, via accessing this information on the internet, to individuals or businesses interested in what the CSD provides on an anytime basis.

### Project's Primary Objectives

The principal intent is to provide current and future constituents a new and exciting alternative to viewing information about the community in which they live, work, and play. Primary objectives include:

- Provide general public awareness of CSD facility locations and direction.
- Provide general public awareness of CSD park locations and direction.
- Provide to the general public a means of spatially locating a CSD event or program through CSD community calendar section of the existing website.
- Reduction in staff time needed to answer location based questions.
- Utilize the latest advancement in GIS web technology to provide an innovative and user friendly location based design without using ready made templates.

### Minimal Content Requirements

- Front end - Introductory CSD Public Access Mapping Service page and disclaimer page including ADA disclaimer information. User cannot proceed until agreeing to the terms.
- "Frequently Asked Questions" wizard driven front end for quick map related information retrieval, such as "which park is closet to my home?" This functionality will limit the need for some users to navigate within the map.
- Support with integration of existing CSD web content.
- Help – User help must be included in the application interface. It does not need to be highly integrated but must be intuitive for inexperienced users of web based mapping applications.

## Primary Functionality

### Map Navigation:

- Zoom In – Click or click and drag a rectangle on the map to zoom in – cursor must look like the icon shown on tool palette button.
- Zoom Out – Click on the map to zoom out of an area – cursor must look like the icon shown on tool palette button.
- Zoom Full – Click a button to zoom to the full extent of the city – automatic
- Zoom Previous – Click button to zoom to the previous extent – automatic
- Pan – Click and drag on the map to pan to a new area – cursor must look like the icon shown on tool palette button.
- Zoom to selected feature – automatic (zoom threshold adjustable by CSD GIS team).

### Map Related Functions:

- Identify Feature – Click a feature on the map. Attributes for selectable feature are presented in a separate window.
- Show Map Layers – Click a button to display a list of the available map layers.
- Each map layer has a check box that will turn the layer on/off.
- Scale dependency on individual map layers.
- Measure/Distance tool – Click a button that then allows the user to draw a straight or curved line on the map to determine length.
- Show Map Legend – Click a button to display the map legend. The legend will include the symbols for all the visible map layers.
- Print Map – Click to print the map will allow for user input for map title, sub-title, page orientation, legend, and page size. The ability to print any related reports is also required.

### Data Search Ability:

- Search by Park Name– Park name or portion of is entered into a dialog box. If park exists then map will be zoomed to park location.
- Search by Park Amenity – Upon selection of this search function, either by use of a tab or other user friendly access, the user shall have the ability to “use” the desired park amenities and execute a search. All parks that have been assigned such amenity will be listed in separate window. When user selects a park from the list in the window the map will be zoomed to the selected park location.
- Search by Proximity – A user’s address is entered into a dialog box with several radius selection (buffer) options of 1, 3, 5, 7, 10, 15, 20 mile. All parks that are found within the user selected radius will be listed in separate window indicating their actual distance from entered address. When user selects a park from this list in the presented window the map will be zoomed to that location.
- Search by CSD Facility– CSD facility name or portion of name is entered into a dialog box. If facility exists then map will be zoomed to location.

#### Miscellaneous Functional Requirements:

- Map automatically resized - When Browser is resized map area is adjusted without application being restarted. All user parameters are retained such as zoom extent etc... throughout the resize process.
- Floating windows - Windows that contain additional reports or information must remain 'on top' of the main browser window until dismissed by the user. For example an identification window will open when a user clicks on the map area if the next function is a pan then the ID window will remain on to of the main window while the pan operation is being performed until dismissed.
- Browser 'Backspace' key functions operate back to previous page.
- Archival and availability of searches for features that did not find a successful match. This is a desirable feature, but not necessary.

#### Technical Specifications

- Open source web development platform (i.e. PHP) shall be used.
- Able to be totally accessible for defined CSD staff to update interface, to add new content, data, and any other aspect pertaining to the platform.
- Shall be designed so as to also serve as an internal intranet function on the same servers being used for public domain access.
- The web GIS services (hardware/software) will be hosted and maintained by CSD.
- The web GIS services will be using Lizard Tech's Express Server and ESRI's ArcIMS, each hosted by separate servers. The final web GIS project shall have complete and seamless use of these services.
- Must be browser independent, if feasible, or at a minimum be compatible with Internet Explorer 6.0 or higher and Netscape 7.0 or higher and Mozilla Firefox 1.0 or higher.

#### Design Elements:

- Include aspects from other identified "sample" web sites as conveyed by stakeholders conference and review.
- Basic graphic design elements that are used on the CSD web site will be required, whenever possible, on the new GIS web pages.
- ADA requirements are required whenever possible.

#### Critical Tasks

##### Assessment Conference:

- Selected Proposer shall coordinate with CSD RFP contact to arrange two conference(s) with CSD stakeholders to review the needs, requirements, preferences, and preferred content for the project's final design. First Assessment conference shall be "face to face" at a specified CSD address. The condition of the second assessment conference is TBD.

#### Design and Development Plan:

- Selected Proposer shall design a custom web prototype – “look and feel” - functionality based upon developed specifications from first Assessment Conference and RFP.

#### Solution Presentation:

- Selected Proposer shall present a design and development plan to CSD stakeholders within seven (7) days after first Assessment Conference to ensure that all needs of project design are met.

#### Development and Configuration:

- Selected Proposer shall use the approved design and development plan as the architecture to configure the ArcIMS server.
- Develop a personal geodatabase using the current CSD GIS data to be utilized in the public internet mapping service.

#### Deployment and Testing:

- After acceptance by CSD stakeholders of the design and development solution, the selected Proposer shall coordinate with and work with CSD technical staff to test solution utilizing future production environment. This will include the use of a series of use cases developed to test all aspects of the approved design and functional specifications, as well as the ArcIMS configuration and security.

#### Project Deliverables

- Project design and development plan including timeline/schedule.
- Presentation of the proposed solution with non-functional web shots of graphic design elements.
- Functional Prototype for deployment testing of documented requirements by RFP and First Assessment Conference.
- Final delivery and implementation of application after satisfactory completion of ALL stakeholder requirements.

#### Post Project Support: - (TBD) - **NOT to be included in initial bid.**

- Maintenance Contract for future upgrades/enhancements including ongoing support and knowledge transfer.

#### Project Time Frame:

- Contract awarded: November 15, 2006.
- First Assessment Conference: December 7, 2006.
- Functional prototype completed prior to January 16, 2007.
- Second Assessment Conference after January 16, 2007.
  - Deployment testing and “fine-tuning” of functional prototype
- Project completed and final delivery prior to February 01, 2007.



## VII. PROPOSAL SUBMITTAL PROCESS

Proposers must submit a response in the form of a proposal that includes the following sections in the same order as listed below. Please be as concise as possible while still providing the necessary details to adequately evaluate your proposal.

The following is a schedule of events concerning the bid process:

Issue the RFP	September 22, 2006.
RFP Inquires	October 3, 2006.
Mandatory Pre-Proposal Conference	October 10, 2006.
Sealed Bids (Proposals) Due	October 23, 2006.
Bids Opened / Committee Review	October 24, 2006 thru November 6, 2006.
Award of Bid by Board of Directors	November 14, 2006.
Commence Services (No later than)	December 1, 2006.

### Mandatory Pre-Proposal Conference

A mandatory pre-proposal conference will be held to answer questions Proposers may have regarding the RFP. Proposers may attend via conference call.

Date: October 10, 2006.  
Time: 9:00 AM  
Location: Elk Grove Community Services District, 8820 Elk Grove Blvd.  
Elk Grove, CA - Conference Room B.

All questions and/or requests for information will be shared with all attendees at this conference. Depending upon the time needed to research and develop appropriate response information; responses, if any, to such requests for information may be made available at this conference or may be sent to all attendees as soon as possible after the conclusion of the conference.

### Submission of Proposal

Signed proposals must be submitted in three (3) copies. One of the three copies of the proposal shall be clearly marked "MASTER COPY." If discrepancies between two or more copies of the proposal are noted, the Master Copy shall be used as the basis for resolving such discrepancies. All proposals, whether accepted or rejected, shall become the property of the CSD upon submission.

Proposals must be submitted to:

Elk Grove Community Services District, Fire Department  
Attention: Nick Gorman, GIS Coordinator  
8812 Elk Grove Blvd.  
Elk Grove, CA. 95624

**Signed Proposals must be received no later than 4:00 P.M., October 23, 2006** at the address set forth above. Proposals received after this time and date will not be considered.

## RFP Inquiries

All inquiries regarding this RFP shall be made in writing and be directed to the following individual:

Elk Grove Community Services District, Fire Department  
Attention: Nick Gorman, GIS Coordinator  
8812 Elk Grove Blvd.  
Elk Grove, CA. 95624

All inquiries must be received by 4:00 PM on October 3, 2006. Responses, if any, to these inquiries will be presented at the Mandatory Pre-Proposal Conference. No questions will be answered prior to the Mandatory Pre-Proposal Conference.

## Discrepancy or Other Errors in RFP

If a Proposer perceives a discrepancy, conflict, omission or error amongst terms within the RFP or between the RFP and any other relevant documents, the Proposer shall immediately and timely notify the CSD in writing of the specific problem(s) perceived. Notice of any modification made by the CSD to relevant documents at issue will be sent to all parties who were sent an RFP and of which the CSD is aware.

If a Proposer fails to timely notify the CSD of the perceived error prior to the date and time stated for submission of proposals, the proposal shall be submitted at the Proposer's own risk, and if awarded the contract, the Proposer shall not be entitled to additional compensation, damages or time by reason of any and all perceived errors or their later correction.

## Technical information to be submitted

The Proposer will provide a profile of its organization. The Proposer may attach any additional literature and product brochures. At a minimum the Proposer will provide the following information:

### Transmittal Letter:

The letter is to be a brief letter, addressed to the CSD Board of Directors, which provides the following information:

- Name and address of the vendor.
- Name, title and telephone number of the contact person for the vendor.
- A statement that the proposal is in response to this RFP.
- The signature, typed name and title of the individual who is authorized to commit the vendor to the proposal

### Statement of Work:

This portion of the proposal will explain the scope of work as understood by the Proposer, the work plan to be followed (including timeline with milestones), and shall also include innovative ideas/approaches; cost saving ideas/methods; and any other information the Proposer may deem advantageous to demonstrate understanding and approach to the work. A detailed design plan workflow should be included that

identifies the various tasks; effort required in hours for each task; start and completion dates; specific staff and % of time to be spent on a particular task and CSD staff required to support the task. The Proposer should also identify any assumptions related to their proposal, such as use of CSD office space, access to CSD staff, etc.

#### Qualifications and Experience:

The Proposer shall include qualifications and experience of the firm.

The Proposer shall provide the following company profile information:

- Year established
- Parent company
- Office locations
- Services available
- Federal Tax I.D. Number
- Subsidiary offering service
- Serving office for this project
- Total number of employees
- Product and Service History
- Number of years doing business
- Attach a detailed company organization chart
- Attach a gross/net revenue report for last three years
- Latest available financial statement from outside auditor
- Number of employees and their qualifications for working specifically to provide services for this proposed contract

#### Client References

The Proposer must provide a minimum of five (5) references for similar work performed for clients of a similar size, complexity and business. At least two (2) must be from within the state of California. The Proposer will provide the following information about clients being used as references: client name, client contact information, client size and industry, and brief description of the engagement. Proposer shall provide the resulting web map (internet) links of such clients.

#### Pricing Information:

The Proposer shall provide pricing information for this project, including a breakdown of costs by project task, deliverables, time, or other appropriate measure. Total cost for completion of project shall be included.

#### Conflict of Interest:

It is preferable that the Proposer be an independent entity with no direct affiliation with any equipment or software manufacturer or vendor. If such a relationship exists, the Proposer must identify the organization(s) and the nature of the relationship and indicate that it could still be relied upon to work solely in the CSD's best interest.

## VIII. SELECTION CRITERIA

A selection committee composed of CSD staff will review the submitted proposals and present their recommendations for selection. The committee may invite one or more the most qualified Proposers to interview. Final selection of the consultant/vendor will be made following the interview(s), if these are held. The following criteria will be utilized in the initial evaluation of the proposals. The primary basis used in making a selection will be by assigning a point value to each of the criteria.

- Experience/Qualifications – includes consulting experience with local government agencies on similar projects such as needs assessments and designs; qualifications of the firm, experience, indicating a broad range of capabilities, previous contracting experience with governmental entities; meeting past client timelines; experience and training of individuals to be assigned to the project (10 points).
- Methodology/Approach of Work – includes project approach; innovative concepts; staffing availability; review procedures; timeliness of deliverables (10 points).
- Ability to conform in accordance to project's specifications with the quality and quantity (5 points).
- Pricing – including any cost savings ideas or measures. The CSD will perform a cost analysis in order to determine the reasonableness of the vendor's rates and fees (10 points).
- The Vendor's financial stability and condition (5 points).
- Other – includes project schedule; client references; location and accessibility of consultant staff, especially the consultant's project manager (10 points).

### Proposal Evaluation:

CSD staff will move quickly to review proposals submitted for this RFP. The CSD intends to award a contract to the most qualified firm submitting a responsive proposal in response to this RFP. The CSD will be the sole judge as to the relative merits of the proposals received.

### CSD's Rights and Options

The Elk Grove Community Services District (CSD) reserves the right to issue amendments to this RFP prior to the Bid Due Date. If necessary, adequate time will be allowed for Proposers to respond. Failure to address any additional requirements will result in the rejection of the bid. The CSD also reserves the right to elect not to award any contract as a result of this competitive process.

The CSD also reserves the right to modify the scope of services as it deems necessary.

The CSD reserves the right to select the firm that will best serve the CSD's needs as determined by the CSD. The CSD may reject any or all proposals or waive minor irregularities in said proposals.

The CSD reserves the right to decide that one Proposer is more responsive than the others and to select that Proposer after review of the proposals only without use of defined point value.

The CSD reserves the right to modify any portion of, postpone or cancel this RFP at any time, and/or to reject any and all proposals without indicating any reason. No proposal documents will be returned with the exception that proprietary material from any firm not selected will be returned upon written request.

The CSD reserves the right to reject individual firm members, firms, and sub-contractors and request substitution without indicating any reason prior to agreement award.

The CSD reserves the right to reject any or all proposals in whole or in part, received by reason of the RFP.

The CSD will not pay for any information herein requested, nor is it liable for any costs incurred by the vendor.

No compensation is offered for any work related to this selection process. Proposal submission is entirely voluntary. All original documents including electronic files become the property of the CSD. If any proposal is late or incomplete in any way, that firm may be eliminated from consideration.

Materials contained in each proposal will be considered proprietary until selection. Following selection, however, the contract scope of work may be amended by the CSD and negotiated based upon ideas provided by any source.

Any contract resulting from this request for proposals is subject to approval and appropriation of funds by the CSD Board of Directors.

The CSD reserves the right to use any or all service ideas presented. Selection or rejection of a proposal does not affect this right.

The CSD shall have the right at all times to require changes in, additions to, or omissions from the work contemplated by the contract documents, and the same shall not void the contract. Changes, additions or omissions so required shall be made only by means of a written change order bearing the acceptance endorsement of the contractor.

## IX. METHOD OF AWARD

The evaluation process may result in the selection of more than one vendor. Before final award of the contract, the Elk Grove Community Services District (CSD) may choose to interview vendors. Additionally, the selection process may request for additional information or an oral presentation to support the written

proposal. Upon selection of a proposal, contract negotiations will commence with the selected vendor for the purpose of finalizing a recommendation of award to the Elk Grove Community Services District (CSD) Board of Directors. The CSD reserves the right to rescind the contract award if the vendor is unable or unwilling to enter into a contract. If a contract cannot be negotiated for any reason, another vendor may be selected. The award will be made to the vendor(s) whose proposal is determined to be the most professionally and technically complete in meeting the selection criteria. Contract negotiations will be limited to the vendor's proposed rates and fees. The costs submitted in the vendor's proposal will be considered firm and cannot be altered after receipt per the terms of this RFP.

Vendors whose proposals do not meet the mandatory requirements will be considered non-compliant. After the evaluation of the proposals and selection of the successful vendor, all bidders will be notified in writing of the selected firm.

Any vendor who wishes to file a complaint about the bid process, selection process or method of award may do so in writing. Such a letter of protest shall be submitted to the contract contact person within ten (10) days of the notice to award the contract. This letter of protest must be accompanied by a non refundable check in the amount of \$10,000.00 payable to the Elk Grove Community Services District to offset the cost in delay of contracting services.

## X. CONTRACT PROCESS

### Commencement of contract:

The successful vendor shall commence work only after the transmittal of a fully executed contract and after receiving written notification to proceed from the Elk Grove Community Services District (CSD). The contract must be accepted and authorized by the Elk Grove Community Services District (CSD) Board of Directors prior to any commencement of work by the vendor. The successful bidder will perform all services indicated in the proposal in compliance with the negotiated contract.

### Termination of contract:

Elk Grove Community Services District (CSD) may terminate the contract at any time that the vendor fails to carry out its provisions or to make substantial progress under the terms specified in the contract. CSD shall provide the vendor with thirty (30) days written notice of conditions endangering performance. If after thirty (30) days written notice, the vendor fails to remedy the condition contained in the notice, the CSD may issue an order to stop work immediately. The CSD may then immediately terminate the contract. The CSD shall be obligated to reimburse the vendor only for those services rendered prior to the date of notice of termination. With the mutual written agreement of the District and the vendor, and upon receipt of not less than ninety (90) days written notice, the contract may be terminated on an agreed date prior to the end of the contract period without penalty to either party. The vendor agrees to cooperate in transition and provide any information and records as necessary to the CSD and /or another vendor in the event of expiration or termination of such contract.

## Attachment "A"

In further description of this proposal, we desire to submit sheets marked as follows:

Bidding under the name of: \_\_\_\_\_

Federal Employer Identification Number: \_\_\_\_\_

Which is: (check one of the following)

☐ Corporation, incorporated under the laws of the State of:

☐ Partnership, consisting of (list partners):

☐ Assumed Name (Register No.) \_\_\_\_\_

☐ Individual

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

Printed or typed: \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_

When payment on such order or contract is to be directed to the same company at an address different from the above, fill in remittance address below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The vendor shall not assign this contract without the approval of the EGCSD Board of Directors.